



SCHOOL OF ARCHITECTURE, BUILDING & DESIGN

Modern Architecture Studies in Southeast Asia (MASSA) Research Unit

Bachelor of Science (Honours) in Architecture

ARCHITECTURE DESIGN STUDIO 1 [ARC 60105]

Project 1: Self-Expression through Object 'REPRESENTING ME'

Project 1	Individual	LO 1,2,5	10% of total mark	Verbal presentation	1:1 model + A-3 Write up
-----------	------------	-------------	----------------------	------------------------	-----------------------------



Introduction

The Ice breaking design project introduces basic understanding of the design processes and approaches in generating ideas, formulating conceptual narratives, developing design and translating it into form design.

The purpose of the project is for students to unravel their **creative side** and **inner self** through several specific modes of communication or art form. Student as designers will generate ideas from self-identity through personal interests, preferences, attitude and personality. These ideas and qualities will later on is applied to an artwork worn on specific parts of the body, mostly parts of the body that is use for creativity and making. Artwork is to be worn on head (thinking), hand (making) and face (showing & expressing). Student will either create a mask, a helmet or a hand glove to show self. Representation of self must only be interpreted in **abstracted form** where in it requires rigorous design thinking and highest form of creative interpretation. Understanding , using and applying basic elements of design such as meaning of lines, shapes, textures and colours are key in expressing self in a more abstracted, creative and expressive way.

The final outcome of the project is open to any possibilities, meaning you are free to explore form, materials (prescribed) and techniques as long as it shows the creative and personal identity and is well explained in the written essay.

Emphasis is to bring out the creativity and initial character or personality as a new designer.

"You are what you are seen to be" - Erik Spiekermann

Objectives of Project

The objectives of this assignment are as follows:

1. To explore different possibilities of generating ideas through rigorous design processes.
2. To explore various approaches in translating ideas and abstracting translation and interpretation.
3. To explore varied forms of artwork in communication and expression of self and its sense.
4. To enhance ability not only in sketching but in crafting three dimensional design or art form.

Learning Outcomes of this Project

1. Generate design concepts through the process of exploring various sources and abstracting ideas.
2. Identify key architectural design elements and principles with the ability to discern how they inform space and form.
3. Utilize a process-oriented approach involving sketching and model-making as tools for generating and developing design ideas.

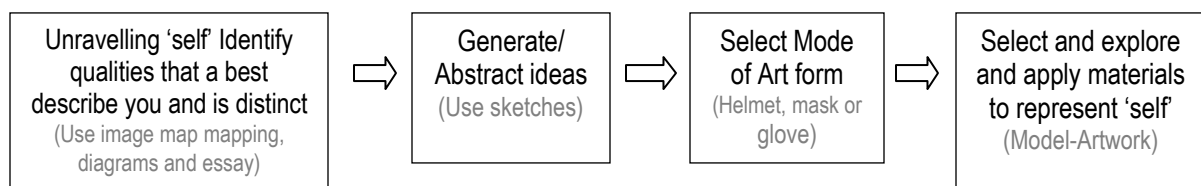
Tasks - Methodology

How to get started

Right attitude

- *Be adventurous and highly creative with your ideas and translation*
- *Be experimental and explore possibilities*
- *Just start somewhere, seek inspiration and know who you really are*
- *Make the most out of time, continuously scribble and sketch at the end of the day you can collate and consolidate various and varied ideas into one good concept.*
- *Enjoy the thinking and design process. Ending up with a blank paper and plain or unarticulated form means you gave up along the way.*
- *BE as PRODUCTIVE as possible, always make the most of your time to discuss it with your tutors.*
- *Incorporate fundamental elements and principles of design.*

Go through the basic design process:



Guidelines

- Translation must be in ABSTRACTED FORM.
- Size of Artwork shall not exceed prescribe dimension of (400mm x 400mm x400mm); no side of the objects dimension shall exceed the abovementioned.
- Materials shall be of modelling materials only, *ex: cardboard, acrylic thin sheets, acetate or transparencies, tracing paper, plastic, aluminium thin sheet or paper foil, cloth (new or recycled), stick (satay, barbecue or popsicle), thread, thin wires, candle, newspaper and all types of paper.*

Note:

- DO NOT USE plastic bottle, real wood, metal, glass, stone, clay, thick wire and other heavy materials that require special cutting tool and adhesives.
- Try to use actual colour of material, should you colour the material, use a spray paint or paint neatly.

Creativity comes to how you create a beautiful design or art form with limitations on specific materials to be used.

Submission Requirements

- **Actual Model or 3D Artwork (full scale)**
 - Maximum dimension of object or art form is 400mm x 400mm x400mm; no side of the objects dimension shall exceed the abovementioned.
- **ONE (1) Panel only of A3 board**
 - written explanation or write (50-100 words)
 - Diagrams, image mapping and sketches to explain design and concept more clearly.

Note:

1. All drawings including letterings MUST be hand drawn and directly drawn on A-3 board or paper to be mounted on A-3 boards.
2. Sketches shown in all the tutorial sessions should be properly documented and recorded in an A-4 size sketchbook/ journal.

Submission Date

Submission Date: **WEEK 3- 11th April 2016, Monday**

- Pin up time and briefing 8:00-8:15am
- Walk your Artwork 8:15-9:00am
- Presentation of work 9:00-11:30am
- Debriefing & Feedback 11:30-12:00am

Written and Verbal Presentations

The following questions may guide your presentation:

- *Explain your personality and self clearly.*
- *Use the sketches and diagram to explain abstraction of idea of the 'self'*
- *Use key architectural terminologies in explaining design concept.*
- *briefly explain how ideas (from initial conception to final form)*
- *How does the art form or object relates and represent your identity and self*

Marking criteria

Marks shall be distributed as follows:

Marking Criteria	Score %	Acquired TGC	FAIL (F)	POOR (D-,D,D,+)	PASS (C)	SATISFACTORY (C+,B-)	GOOD (B,B+)	VERY GOOD (A-)	EXCELLENT (A)
SUB-TEXT Has the initial idea of the 'self' been thoroughly translated and richly interwoven into the final artwork/piece. Project will be assessed via the following:	10%	1,2,5	0-3.9	4.0-4.9	5.0-5.4	5.5-6.4	6.5-7.4	7.5-7.9	8.0-10.0
1. Ability to explore different possibilities of generating ideas through rigorous design process. 2. Ability to explore various approaches in translating ideas and abstracting translation and interpretation.	5%								
3. To explore varied forms of artwork in communication and expression of self and its sense. 4. To enhance ability not only in sketching but in crafting three dimensional design or art.	5%								

Suggested References

1. Otto G. Ocvirk, et al., 2012. Art Foundations: Theory and Practice. New York: McGraw-Hill.
2. Wucius Wong, 1972. Principles of Two-Dimensional Design. Canada: Wiley & Sons.
3. Mike W. Lin, 1993: Designing & Drawing with Confidence 'A Step-by-Step Guide': Wiley & Sons
4. Paul Laseau, 2000: Graphical Thinking for Designers: Wiley & Sons
5. D.K. Ching, F. 2014. *Architecture: Form Space and Order (4nd Ed.)*. Van Nostrand Reinhold.

Inspiration for this project, Search (Online) the following:

1. Ai Wei Wei and his project, "Sunflower Seeds"
2. Marina Abramovic and her performance art work, "The Artist is Present"
3. Paul Gauguin and Vincent Van Gogh and the self-portraits from the Impressionist era

Image references

Figure 1: <https://www.pinterest.com/dariodj98/architectural-masks/>

Figure 2: <https://s-media-cache-ak0.pinimg.com/236x/bb/c7/84/bbc784dbca6a1787a2c3684129a45823.jpg>

Figure 3: <https://s-media-cache-ak0.pinimg.com/236x/94/f0/95/94f095e6f3e431b70c9e96f881f4a2fc.jpg>

Figure 4: <http://andrewmanton.com/enterprise/advisory/management-consultants/consulting-firms/creative-thinking/creativity-brain-head-marketing-innovative-solutions-andrew-mant/>